

June 19, 2013

FROM: MIKE SANCHEZ, Planning Manager  
Development & Resource Management Department

THROUGH: WILL TACKETT, Supervising Planner  
Development Services Division

BY: ISRAEL TREJO, Planner  
Development Services Division

SUBJECT: CONSIDERATION OF A REQUEST TO RENAME MARTIN AVENUE, BETWEEN EAST CALIFORNIA AVENUE AND MERCED STREET, TO ELDER JD ADAMS AVENUE

APPROVED BY

*Mark Scott*  
DEPARTMENT DIRECTOR

## RECOMMENDATION

Upon consideration of staff evaluation, it can be concluded that proposed Street Name Change Application No. SNC-2010-002 is appropriate for the project site. Therefore, staff recommends the Planning Commission take the following actions:

1. RECOMMEND APPROVAL to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-2010-002 dated June 14, 2013.
2. RECOMMEND APPROVAL to the City Council of Street Name Change Application No. SNC-2010-002 to rename Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue, as depicted on attached Exhibit A.

## EXECUTIVE SUMMARY

Jo Ann Ables has filed Street Name Change No. SNC-2010-002 which is a request to rename Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue. The applicant has proposed the application as allowed pursuant to Section 12-1104 of the Fresno Municipal Code (FMC), which allows the naming of streets for the purpose of honoring or calling attention to persons or places having special prominence and significance to the culture or the history of the city. Jimmie Davis Adams was a pastor and leader based out of west Fresno (see Exhibit B, biography).

## PROJECT INFORMATION

PROJECT	Street Name Change No. SNC-2010-002 is a request to rename Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue (see Exhibit A)
APPLICANT	Jo Ann Ables
LOCATION	Martin Avenue, located between East California Avenue and Merced Street <b>(Council District 3, Councilmember Baines)</b>
SITE SIZE	Approximately 0.25 mile of public right-of-way
LAND USE	Existing - Public street

	Proposed -      Public street
ENVIRONMENTAL FINDING	No Possibility of Significant Adverse Effect dated June 14, 2013
STREET NAME REVIEW	The subject application was reviewed by the City of Fresno, Development and Resource Management, Fire, Public Works and Public Utilities Departments and the United States Postal Service; said entities do not oppose this application
PLAN COMMITTEE RECOMMENDATION	The District 3 Plan Implementation Committee recommended approval of the subject application at their meeting on March 19, 2012
STAFF RECOMMENDATION	Approve the street name change from Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue (see Exhibit A)

## ENVIRONMENTAL FINDING

An environmental assessment was prepared for this project in accordance with the requirements of the California Environmental Quality Act (CEQA) Guidelines. This process included the distribution of the project proposal for comment from other responsible or affected agencies and interested organizations.

Environmental Assessment No. SNC-2010-002, resulting in a finding of No Possibility of Significant Adverse Effect, was prepared on June 14, 2013. That assessment found that the street name change request was subject to the provisions of Section 15061 of the CEQA guidelines. Section 15061 of the CEQA guideline provides for the exemption of any project which will clearly have no significant effects on the environment.

## BACKGROUND / ANALYSIS

Jo Ann Ables has filed the subject application which is a request to rename Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue. The applicant has proposed the project as allowed pursuant to Section 12-1104 of the FMC, which allows the naming of streets for the purpose of honoring or calling attention to persons or places having special prominence and significance to the culture or the history of the city. Jimmie Davis Adams was a pastor and leader based out of west Fresno; he was a pastor at St. Joseph Missionary Baptist church, which is located on Martin Avenue. The attached biography was provided by Jo Ann Ables (applicant), the daughter of the late Jimmie Davis Adams (see Exhibit B). The biography outlines the life of Mr. Adams, including, work in the church and leadership roles in the economic development of west Fresno. Section 12-1104 of the FMC allows the naming of streets "for the purpose of honoring or calling attention to persons or places having special prominence and significance to the culture or the history of the city".

### Existing Addresses on Martin Avenue

Should the subject application be approved, several properties will need to change their mailing address, including: 13 single-family residential properties, 1 property occupied by the Franklin Head Start Pre-School, 1 vacant commercial property and 1 property occupied by the St. Joseph Missionary Baptist Church. The City of Fresno will notify various City Departments and outside agencies of an address change, including: the Police Department, Fire Department, Public Utilities Department and outside agencies including the U.S. Postal Service and Sheriff's Department.

13 Single-family Residential Properties

There are 13 single-family residential properties that will need a change of address should the subject application be approved. It is the responsibility of the tenants at each location, needing an address change, to change personal documents such as a drivers license and credit cards, etc; this includes paying any fees associated with such address change.

1 Property Occupied by the Franklin Head Start Pre-School

One of the properties located along Martin Avenue is occupied by the Franklin Head Start Pre-School. Should this application be approved, it will be the responsibility of the school to update letterhead and other documents with a Martin Avenue address.

1 Vacant Commercial Property

There is one commercial property that will need a change of address should the subject application be approved. Said property is zoned C-5 (*General Commercial District*) and is developed with two commercial buildings that are currently vacant.

1 Property Occupied by the St. Joseph Missionary Baptist Church

The St. Joseph Missionary Baptist Church is located along Martin Avenue. Reverend Brian L. Brewer has submitted a letter (Exhibit C) explaining the church does not oppose the proposed street name change.

**Address Change Fee & Change of Street Name Signs**

Should the subject application be approved, the project applicant will be required to pay a fee of \$100 to pay for the City cost to process the change of an address for each location. This process includes the notification of various City Departments and outside agencies, including: the Police Department, Fire Department, Public Utilities Department and outside agencies including the U.S. Postal Service and Sheriff's Department. As noted above, there are 16 locations that will require a change of address, resulting in a fee of \$1,600 [16 x \$100].

There are five street name signs in the field that will need to be replaced should this application be approved. The cost to manufacture and install the street name signs is approximately \$681.50. This fee is also the responsibility of the project applicant.

**Safety Review**

During the review of the subject application, staff consulted with various City departments and other agencies, including, the Development and Resource Management Development, Fire, Public Works and Public Utilities Departments and the U.S. Postal Service; said entities do not oppose this application.

Martin Avenue is a relatively short street in the city of Fresno, it's entire length is 0.25 of a mile. On the south end, it begins at East California Avenue and continues in a northwesterly direction, ending at Merced Street. If approved, the subject application would not create confusion or uncertainty since the proposal is to rename the entire length of the street.

### **Council District Plan Implementation Committee**

The District 3 Plan Implementation Committee recommended approval of the subject application at their meeting on March 19, 2012.

### **NOTICE OF PLANNING COMMISSION MEETING**

The Development and Resource Management Department mailed notices of this Planning Commission hearing to surrounding property owners and tenants within 350 feet of the subject street alignment; see Exhibit D showing properties receiving notice. Additionally, notice of this Planning Commission hearing was published in *The Fresno Bee* newspaper on June 7, 2013.

#### Letters of Opposition

In response to the hearing notices, two letters of opposition to the project were received (Exhibits E & F). In the letters, those opposed to the project explain they have been longtime residents on Martin Avenue and they are not in favor of the street name change. One of the letters (Exhibit F) describes the burdensome work and expense associated with changing an address.

### **CONCLUSION / RECOMMENDATION**

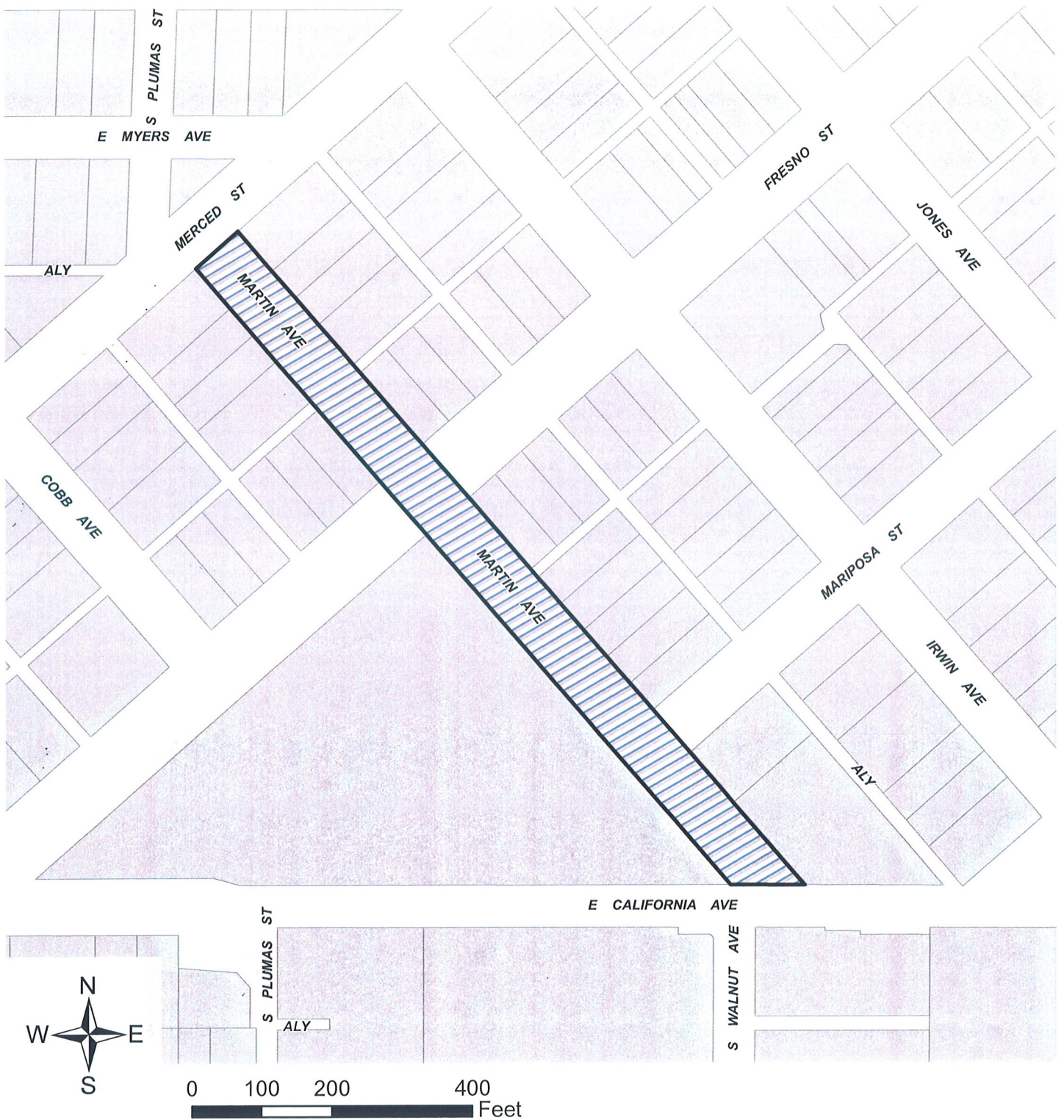
Pursuant to the requirements of Article 11 of Chapter 12 of the Fresno Municipal Code, "Street Name Procedure", and subject to the analysis noted above, staff has determined that the proposed street name change can be supported. Therefore, staff recommends that the Fresno City Planning Commission:

1. RECOMMEND APPROVAL to the City Council the environmental finding of No Possibility of Significant Adverse Effect through Environmental Assessment No. SNC-2010-002 dated June 14, 2013.
2. RECOMMEND APPROVAL to the City Council of Street Name Change Application No. SNC-2010-002 to rename Martin Avenue, between West California Avenue and Merced Street, to Elder JD Adams Avenue, as shown on attached Exhibit A.

Attachments:      Exhibit A, Map depicting Street Name Change proposal  
                         Exhibit B, Biography of the late Jimmie Davis Adams  
                         Exhibit C, Letter from St. Joseph Missionary Baptist Church  
                         Exhibit D, Map Showing Property Owners and Tenants Receiving Notification of  
                                            Hearing  
                         Exhibit E, Letter of Opposition  
                         Exhibit F, Letter of Opposition  
                         2012 Aerial Photograph  
                         Environmental Assessment No. SNC-2010-002, dated June 14, 2013



# EXHIBIT A



STREET NAME CHANGE APPLICATION NO. SNC-2010-02



From MARTIN AVENUE to ELDER JD ADAMS AVENUE

*In Honor of the Late  
Elder JD Adams Sr.  
Bio*

*Jimmie Davis Adams was born October 24, 1923 in Shreveport Louisiana. At the age of 15, he came to California by way of a train.*

*In 1952 while working for his father, Tom Adams at his shop called the Poor Man's Garage, he met his wife, Inez Wade; they married and had seven children.*

*He worked an accumulation of 21 years for Fresno Motor Sales and Gardner Cadillac, and during this time he was also working in the church; and in 1956 received God's spiritual anointing power at the New Hope Baptist Church.*

*In 1960 he was appointed President of the United Usher Board of the San Joaquin Valley, which he served for 15 years.*

*On June 4, 1961, Deacon Adams received his Certificate Of Ordination as a Deacon under the ministry of Reverend A. Gordon.*

*In 1963, Deacon Adams and his wife moved their membership to Corinth Baptist Church under the leadership of Pastor Henry Y. Gordon Sr. He served as a Deacon, Senior Choir director and Minister of Music.*

*On December 4, 1977, Deacon Adams received his calling to the Ministry.*

*On January 4, 1978, he received his Certificate of License to preach the Gospel and later on was elected as the Assistant Pastor of Corinth Baptist Church. Within a few years, Pastor Gordon became very ill and Assistant Pastor Adams stood in the gap and fulfilled the pastoral duties of the church.*

*In 1983, Assistant Pastor Adams, a pioneer and man of great faith, had a vision of expansion for the future growth for the people of Corinth church. That vision went into action along with the support of the deacons, trustees and the majority of the church membership.*

*On April 4, 1984 the location of the new church site was announced to the body and was shortly voted on by the body to purchase the building. The*



*new address would be 1036 Martin Ave. Upon the purchase of the new church site, the State of California officially incorporated Corinth Baptist Church and Minister Reverend JD Adams Sr. was elected and installed as the Pastor of the church. Within that same year, 111 members were added to the membership and soon afterwards the name was changed to St. Joseph Missionary Baptist church.*

*Through the next 25 years of his God given ministry of singing, teaching, and preaching, lost souls have come to Christ and have united with the church. The church clothed, fed and provided shelter for the homeless, ministered with testimonies, scriptures and prayers at Juvenile Hall, Substance Abuse Centers, Convalescent Hospitals, and the homes of the Sick and Shut in.*

*Pastor JD Adams received many awards of appreciation and gratitude for his strong dedication to the Lord, to the people, and to the Fresno community. Not only being the founder of the St. Joseph Missionary Baptist Church, he is credited with providing a meeting place for the Westside Fellowship AA. Through this partnership, people have grown from rehabilitation unto regeneration. He was also a member of the West Fresno Coalition for Economic Development and provided a meeting place for this organization as well.*

*His greatest accomplishment along with the late Deacon Irvin Foster Sr., Councilman Cynthia Sterling, Dan Ronquillo, and the West Fresno Community was the force behind the Kearney Palms Shopping Center. Also, Pastor Adams and his deacons along with Sylvia Norman made headway to the state to provide a Social Security Office location in West Fresno.*

*Pastor JD Adams Sr. has amplified excellence in leadership and church development. His dedication was truly a great example of blessing from the Lord; a man that was highly respected and loved, a man that gave his entire life to Christ. A man that was saved and sanctified filled with the Holy Ghost.*

*He always stated that "Let the work that I have done speak for me."*

*In honor and remembrance of this great Pastor and leader of the West Fresno Community, we are partitioning the City of Fresno to rename Martin Ave to Elder JD Adams Ave between California and Merced Street.*

*Thank you and May God continue to Bless you.*



Exhibit C  
**St. Joseph Missionary Baptist Church**

Rev. Brian L. Brewer, Pastor

1036 Martin Ave. Fresno CA 93706

Church Phone: (559) 268-3245

stjosephbcfresno@att.net

10/15/10

Jonathan Bartel  
Supervising Engineering Technician  
Development and Resource Mgmt Dept.  
2600 Fresno St, 3<sup>rd</sup> Fl  
Fresno CA 93721

**Deacon Zettie Harvey**  
*Deacons Chairman*

**Deacon Willie Thomas**  
*Trustees Chairman*

**Sister Jo Ann Ables**  
*Finance Chairman*

**Sister Maria Marshall**  
*Church Administrator*

Dear Mr. Bartel

Grace and peace be unto you. This letter is written to inform you that the request submitted on September 12, 2010, by Jo Ann Ables to change Martin Avenue to Elder JD Adams Avenue, was not initiated nor authorized by the Pastor or Board of Deacons of St. Joseph Missionary Baptist Church, and was done without the knowledge or consent of the church body at large.

Be it known unto you that Jo Ann Ables has made this request based solely on her immediate relation to Pastor Adams as his daughter and perhaps on behalf of her family.

However, we the Pastor, officers, and members believe that Pastor JD Adams deserves any recognition and/or honor that the West Fresno Community or City of Fresno wishes to bestow upon him posthumously.

Therefore, we will in no wise oppose nor object to the proposed street name change.

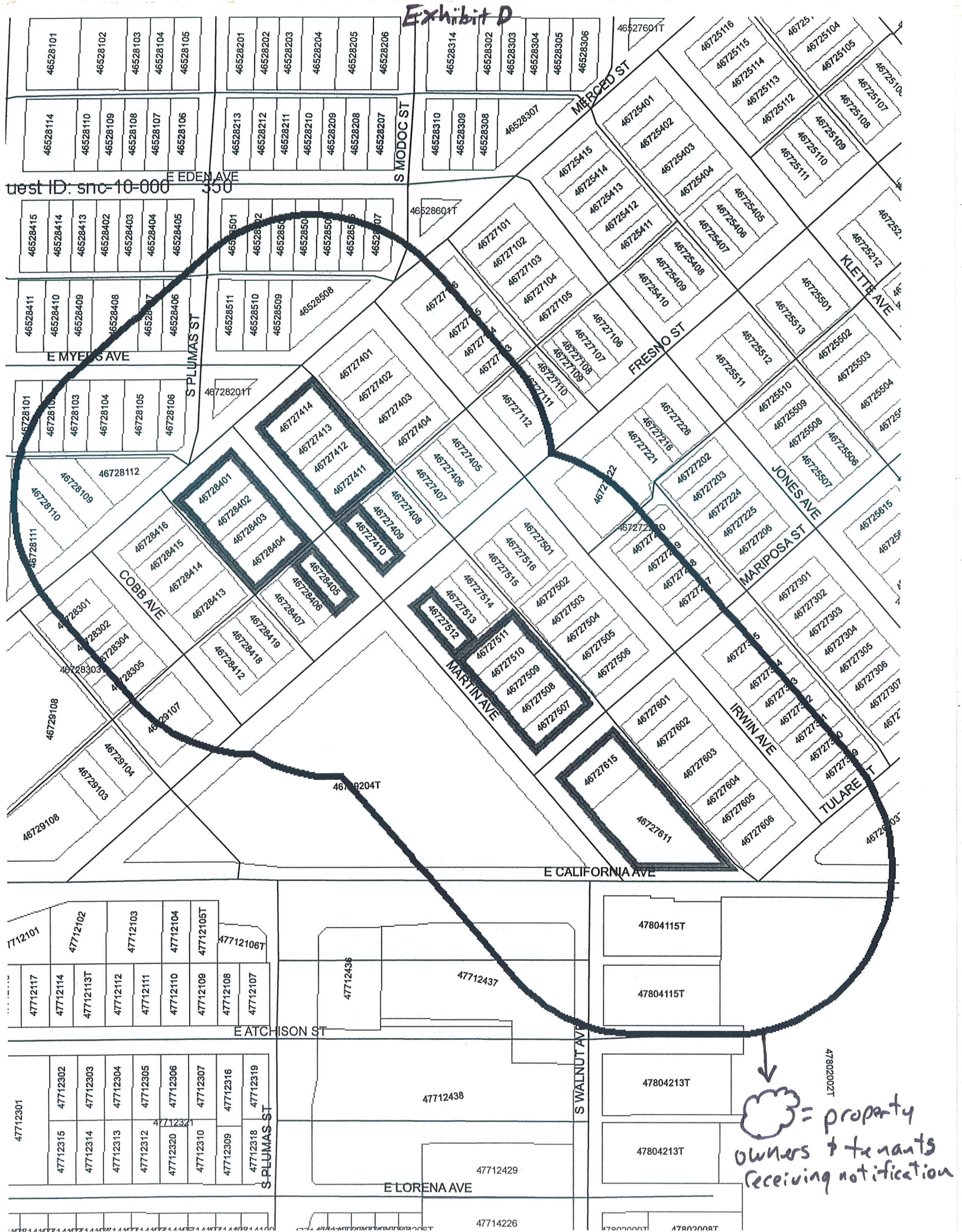
Thank you for your attention in this matter.

Rev. Brian L. Brewer, Pastor

cc: Carl Jones



Exhibit D



*Exhibit E*

Monday, June 10, 2013

Fresno City Hall

Mr. Israel Trejo /City Planning Department

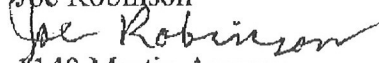
559 621 8044/ fax #498 1026

Today I talked with Mr. Israel Trejo of the city of Fresno. I expressed to him that I am not in favor of changing Martin Avenue to an unknown name.

I like where I live, been here since 1958 and I like the idea of having an integrated neighborhood; Lesley Kimber degraded Martin Avenue by blocking it off Martin Avenue at Fresno Street, I never liked what he did as a councilman. He is like the unknowns; he also degraded it more and fragmented it.

I worked as a community worker for many years, some as a planning committee, affirmative action with the city personnel, a hearing officer for the county housing, and a screening committee to select workers to meet affirmative actions standards for the city and county.

I want to see a clean neighborhood not creating big cities crimes, I do recognize anything that warrant clean leadership, go look at the unknowns place and see how it is managed. The unknowns should come out of Black's Food Market and build a respectful worship place for God! The unknowns do not have the street name of Martin Avenue on their building, the unknowns have Martin Street, there is a city street sign in front of their building with Martin Avenue, that why the unknowns don't like it.

Joe Robinson  
  
1140 Martin Avenue



To whom it may concern.

Attn: Israel Grejo

From: Georgia R. Davis

Date: 6-11-13

I have lived here for almost 40 years and when Rev. Adams took over that church, he never came around and tried to get me residents, so no I don't want Martin Street or Ave., changed to Eley Dr. Adams & I am disabled and it is too much work & expense. Everytime you turn around they want to change our streets, when these people have never done anything for the community. Plus I am on a fixed income and a widower. I am very upset about this, and I will not support it.

Georgia R. Davis  
1130 Martin Ave.



2012 Aerial

Martin Avenue

Merced Street

East California Ave.

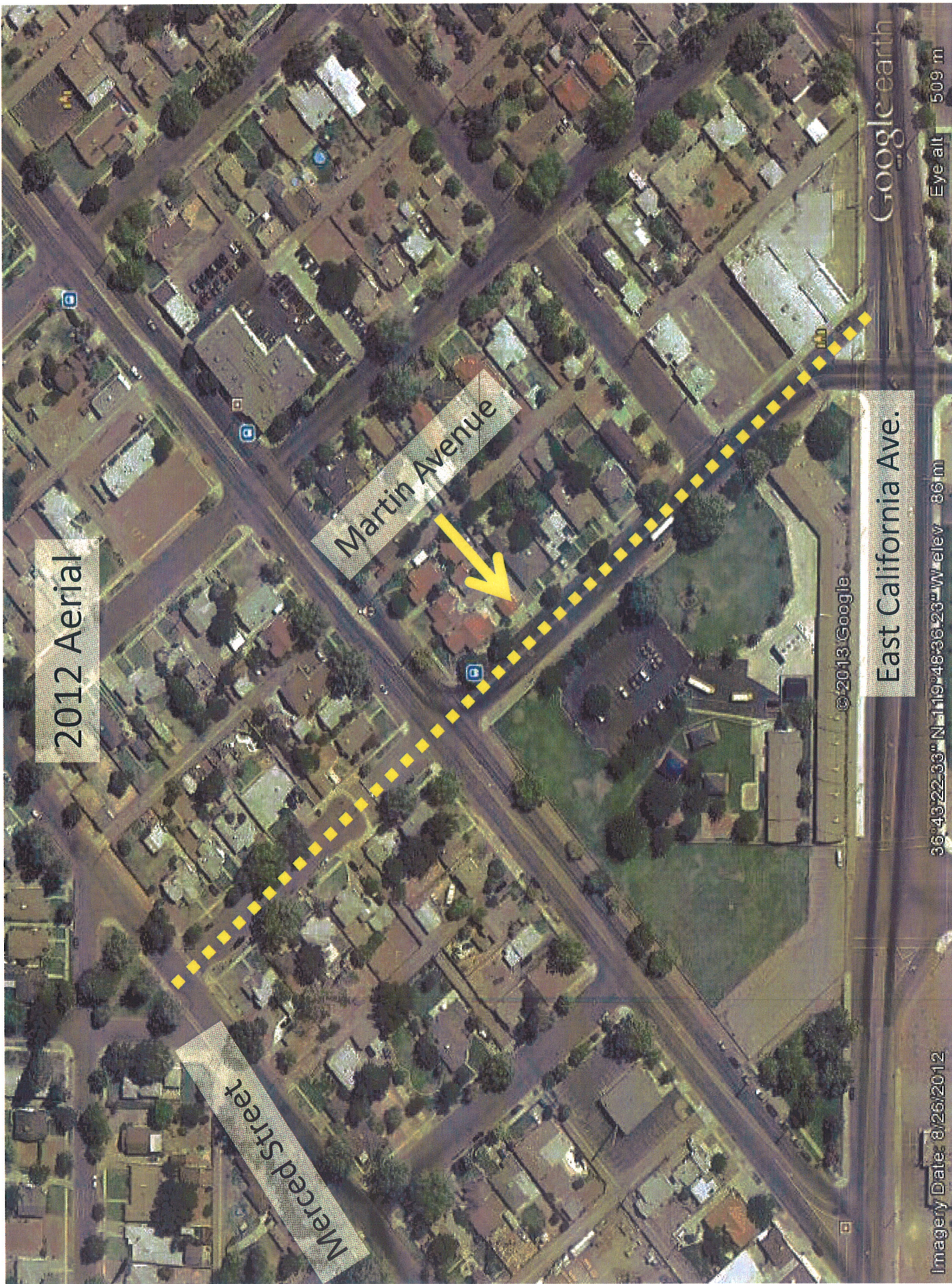
Google earth

Imagery Date: 8/26/2012

36°43'22.33" N 119°48'36.23" W elev 86 m

Eye alt 509 m

© 2013 Google





**CITY OF FRESNO  
NO POSSIBILITY OF SIGNIFICANT ADVERSE EFFECT  
ENVIRONMENTAL ASSESSMENT NO. SNC-2010-002**

**APPLICANT:** Jo Ann Ables  
2803 North Cedar Avenue  
Fresno, CA 93703

**PROJECT LOCATION:** Martin Avenue between East California Avenue and Merced Street

**PROJECT DESCRIPTION:** The applicant proposes to rename Martin Avenue, between East California Avenue and Merced Street, to Elder JD Adams Avenue

**This project is exempt under Section 15061 (B) (3) of the California Environmental Quality Act (CEQA) Guidelines. None of the exceptions to Categorical Exemptions set forth in the CEQA Guidelines, section 15300.2 apply to this project.**


**EXPLANATION:** The State Guidelines for the implementation of the California Environmental Quality Act provide for the exemption of projects which will clearly have no significant effect on the environment. More specifically, Section 15061 (B) (3) of the CEQA Guidelines states: "...CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA."

It has been determined that the above-referenced project falls within the purview of Section 15061 (b) (3) and is, therefore, exempt from CEQA.

Date: June 14, 2013

Prepared By: Israel Trejo, Planner

Submitted By

  
Will Tackett  
Supervising Planner  
City of Fresno  
Planning and Development Department  
(559) 621-8277